

# Singles

## A DATING PRIMER

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A Single's Strategy For Marriage



## A Visionary Concept - ShidduchVision

*Redding* (suggesting) a *shidduch* can be a challenge when the man and woman live near each other but it gets even more complicated when they live in different cities. Between the cost of traveling, time taken off of work, school or yeshiva/seminary, and the arrangements to rent a car or find a place to stay, long-distance dating is not simple. And when a person has done all of the *hishkafus* to arrange a first meeting, it can be more than disappointing to discover that the idea for the *shidduch* was way off base. If this happens more than once, it can discourage someone from considering a more suitable suggestion that may come up in the future. Jeff Cohn of Baltimore has created an amazing solu-

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tion to this problem. It's called ShidduchVision, and it's one of those "Why didn't I think of that?" ideas. ShidduchVision allows a single man and a single woman in different cities to sit comfortably in front of professional, video-conferencing equipment and "meet" one another in a personal and pleasant studio setting in a local private home. Up to three such low-cost meetings can be arranged before the couple decides whether a trip and a meeting in person constitute the right next move.

Why do we think this is such a great idea? It gives daters an opportunity to get a sense of how a potential dating partner interacts socially and what he or she is all about. It's a way to break the ice, see if the other person fits the description you've been given, and decide if he or she is in the ballpark so that you can plan a face-to-face meeting.

Most important, ShidduchVision emphasizes that its program is intended to lead to a first date as soon as possible. Participants can have up to three ShidduchVision meetings with the same person, but no more. This avoids a problem that sometimes arises when potential dating partners make an initial connection online or by telephone and continue it long after they should have had a face-to-face meeting. Their virtual relationship takes on a character all its own, and it can be difficult to transfer these qualities when and if the man and woman finally decide to go on a real date. ShidduchVision isn't Jeff Cohn's first effort to

help Jewish men and women find the right person to marry. He's the driving force behind The Shadchan, an online resource for professional and volunteer matchmakers ([www.makeashidduch.org](http://www.makeashidduch.org)).

Each "studio," as the locations are termed, is in a private home with hosts vetted by local *rabbanim*. ShidduchVision uses highly professional, commercial-grade equipment, so the audio and visual quality of each meeting is superb. It costs just \$18 per date, per single, and the "dates" last for 50 minutes. Currently, there are ShidduchVision studios in Chicago, Baltimore and Lakewood with plans for Toronto, Los Angeles, and Detroit in the pipeline.

Each studio has been established through the generosity of private donors. With the cost of setting up each studio running about \$5,000, and \$500 per month thereafter, ShidduchVision is looking for sponsors to enable other cities in the U.S., Canada, and other countries to come on board. If you want to be involved in helping launch a studio in your area, either as a financial sponsor or a host (references from your local *rab* required), or to help existing studios with their monthly costs, email Jeff at [jeff@ShidduchVision.org](mailto:jeff@ShidduchVision.org).

ShidduchVision is a wonderful way for two people who are separated by a long distance to see if they have enough in common to continue developing their relationship in person.



responsible if a few of the attending singles are not up to your specific standards. Additionally, you need to be aware in advance that even the singles that you have